

Data-driven behavior change



Our background in

behavior change

has helped us shape
events on the global stage





The work we did in the ANC
to keep the election process

**free from
violence**





and used cutting edge
analytics to put

Donald Trump

in the White House





There are no longer any experts except
Cambridge Analytica. They were Trump's digital
team who figured out how to win.

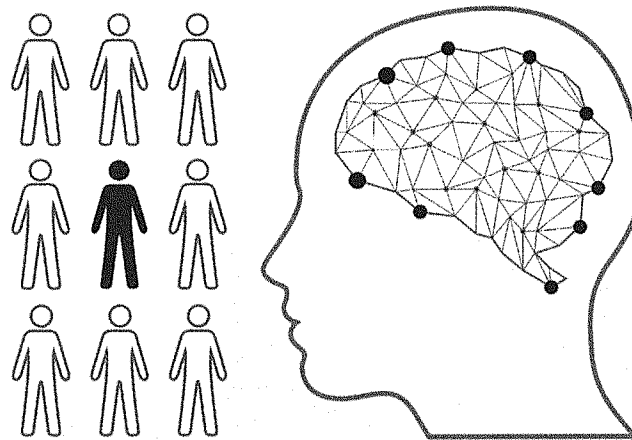


Frank Luntz - renowned political consultant and pollster



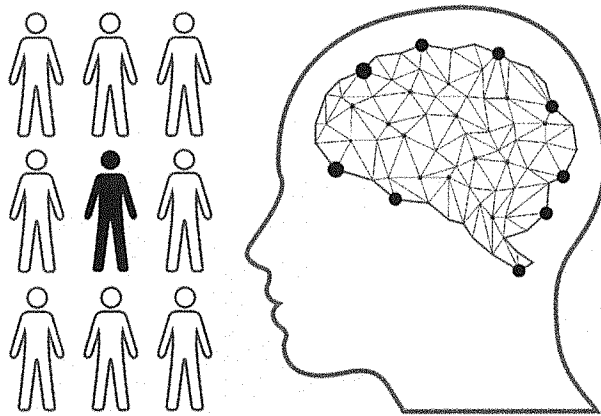
How does it work?

How does it work?



Behavioral Psychology

How does it work?



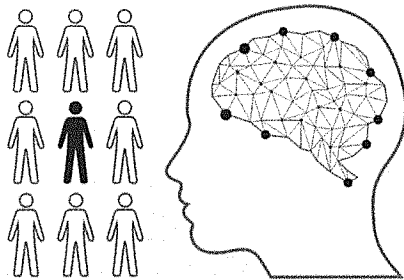
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Behavioral Psychology

Big Data

How does it work?

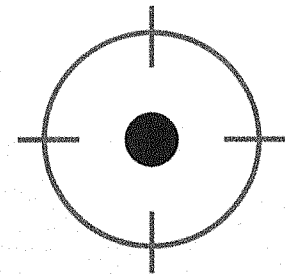


Behavioral Psychology



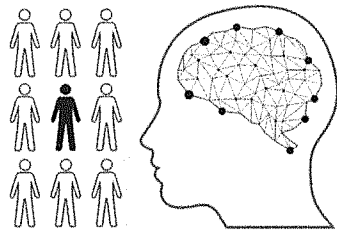
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Big Data



Targeted Engagement

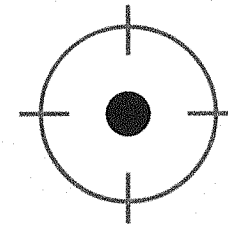
How does it work?



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Behavioral Psychology

Big Data

Targeted Engagement

=

behavior change



Big Data

Big Data?



Up to

5,000

data points on every US adult



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Big Data



Female

30 - 35 Years Old

High Income

College Educated

American Express Card Holder

Member of Civic Association

Certified Scuba Diver

Subscribes to Vogue

Attends fitness center

Macy's Shopper

Gun Control Advocate

Protestant Christian

Believes in Small Government

Enjoys Camping on Weekends

Goes to Starbucks Every Morning

Drives an Audi

Republican

3 Children



Behavioral Psychology

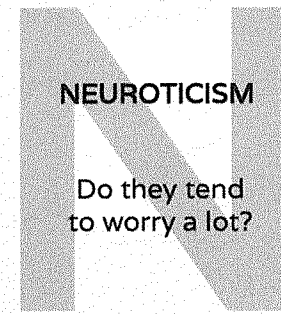
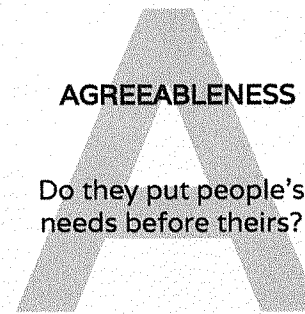
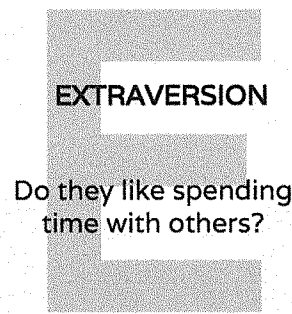
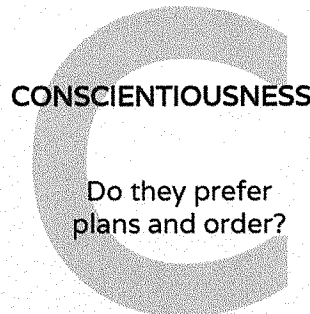
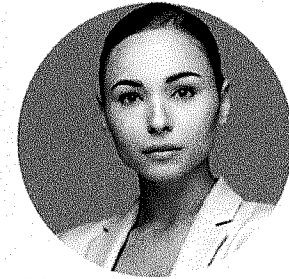
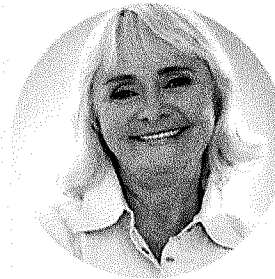
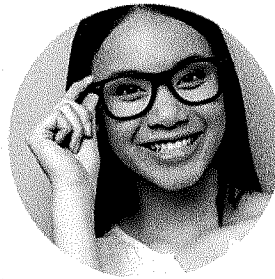
Behavioral Psychology



Openness
Conscientiousness
Extraversion
Agreeableness
Neuroticism

*Costa, P.T., Jr. & McCrae, R.R. (1992). Revised NEO Personality Inventory (NEO-PI-R) and NEO Five-Factor Inventory (NEO-FFI) manual. Odessa, FL: Psychological Assessment Resources

Behavioral Psychology



*Costa, P.T., Jr. & McCrae, R.R. (1992). Revised NEO Personality Inventory (NEO-PI-R) and NEO Five-Factor Inventory (NEO-FFI) manual. Odessa, FL: Psychological Assessment Resources

Similar



Female
30 - 35 Years Old
High Income
Macy's Shopper
Has Children
Married
University Educated



Female
30 - 35 Years Old
High Income
Macy's Shopper
Has Children
Married
University Educated



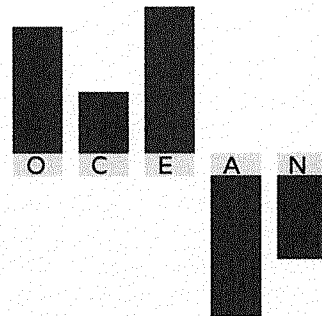
But Different



Female
30 - 35 Years Old
High Income
Macy's Shopper
Has Children
Married
University Educated



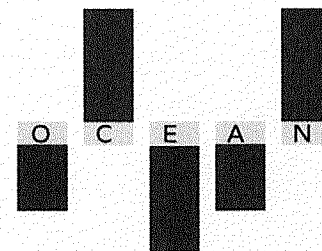
Extravert
High in Openness
Low in Agreeableness



Female
30 - 35 Years Old
High Income
Macy's Shopper
Has Children
Married
University Educated



Neurotic
Low in Extraversion
High in Conscientiousness



A fundamental personality difference drives fundamentally different messaging and optics



Extrovert: High
Neuroticism: Low



Neurotic: High
Openness: Low



A fundamental personality difference drives fundamentally different messaging and optics



Agreeable: High Neuroticism: High

WE HELP OVER 5,000 FAMILIES EVERY YEAR WHEN THEY LOSE THEIR CARD

We keep our promises



FAMILY TRAVEL INSURANCE
FROM AMERICAN EXPRESS



Extraversion: High Openness: High

FOR THOSE TIMES THE AIRLINE LEFT
TONIGHT'S AMAZING OUTFIT ON THE
OTHER SIDE OF THE WORLD
We'll make sure you still look stunning



PLATINUM TRAVEL INSURANCE
FROM AMERICAN EXPRESS





We are disrupting traditional
attitudinal
advertising...





...by utilizing
**behavioral
communications**
to effect change



Traditional Advertising

*Openness: Low
Conscientiousness: High
Neuroticism: High*



Joe O' Brien likes Coca-Cola



Coca-Cola
Sponsored · 3



5 ways we're helping you enjoy less sugar

**We're providing
more portion sizes
than ever before**



Your choice

Find the perfect amount for you

**We've been
exploring different
types of sweetener**

Stevia plant extract is the latest
zero-calorie sweetener we're using
to reduce or replace the sugar
in some of our drinks

Stevia

The natural, zero-calorie sweetener

**We're using
clearer labels
on our packaging**



Keeping you informed

Clear labelling, peace of mind

45

49 Comments 5 Shares

Like

Comment

Share

Behavioral Communications

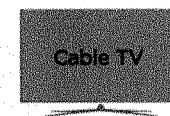
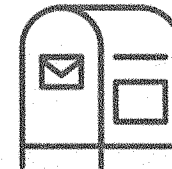
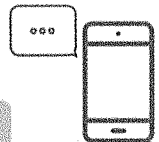
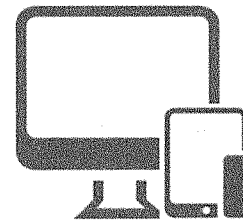
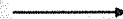
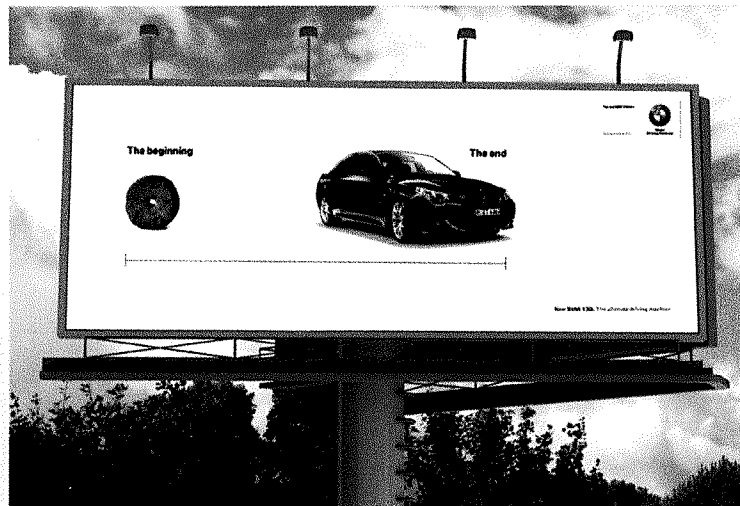


Targeted Engagement



Blanket advertising is being supplanted by

Targeted Communication





On average, a 10% increase in purchase target density will generate 7% in incremental sales

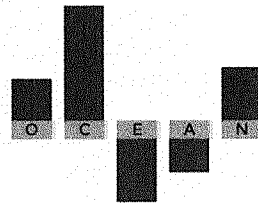


Bill Harvey, Erwin Ephron Demystification award winner (2014)

Digital Targeting



High Conscientiousness

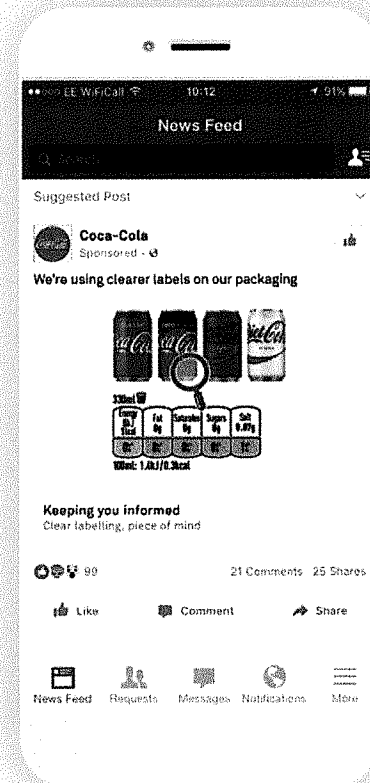


Characteristics

Organised
Altruistic
Family orientated

Messaging

Consistent
Familiar
Simple





TV Targeting

